

# **SUPERMARKET SALES ANALYSIS REPORT**



MADE BY: PATRICIA VALENTINE



# SUPERMARKET SALES ANALYSIS REPORT

## INTRODUCTION

### OBJECTIVE:

- ❑ ANALYZE SALES PERFORMANCE ACROSS THREE SUPERMARKET BRANCHES OVER THREE MONTHS.
- ❑ IDENTIFY TRENDS AND PROVIDE ACTIONABLE INSIGHTS FOR DECISION-MAKING.

# DATA SOURCE

## SOURCE:

SUPERMARKET SALES DATASET FROM KAGGLE.

## CONTENT:

SALES RECORDS FROM THREE BRANCHES.

CAPTURED METRICS INCLUDE SALES FIGURES, CUSTOMER DEMOGRAPHICS, AND PAYMENT METHODS.



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# METHODOLOGY

## KEY STEPS:

DATA LOADING AND PREPARATION

DATA CLEANING AND FORMATTING

EXPLORATORY DATA ANALYSIS (EDA)

## VISUALIZATION TOOL USED:

MICROSOFT EXCEL

# DATA CLEANING AND FORMATTING

## KEY ACTIVITIES:

CORRECTED SPELLING ERRORS IN CATEGORICAL DATA.

REMOVED EMPTY ROWS AND EXTRA SPACES.

ADDRESSED MISSING VALUES AND DUPLICATES.

STANDARDIZED DATE AND CURRENCY FORMATTING.







# EXPLORATORY DATA ANALYSIS (EDA)

## KEY QUESTIONS:

WHAT IS THE HIGHEST PERFORMING BRANCH?

WHICH PAYMENT METHOD IS PREFERRED?

WHAT ARE THE TOP-SELLING PRODUCTS?

WHAT IS THE OVERALL SALES TREND?



# INSIGHTS

## FINDINGS:

BRANCH C IN NAYPYITAW IS THE TOP-PERFORMING BRANCH.

E-WALLETS ARE THE MOST PREFERRED PAYMENT METHOD.

ELECTRONIC ACCESSORIES AND FOOD & BEVERAGES ARE TOP SELLERS.

JANUARY RECORDED THE HIGHEST SALES REVENUE, FEBRUARY THE LOWEST.



A dark, moody photograph of a shopping cart filled with various groceries, including bags of produce and boxes, in a supermarket aisle. The lighting is low, with a blue tint, and the background shows blurred shelves of products.

# RECOMMENDATIONS

## PROPOSED ACTIONS:

EXPAND INVENTORY IN ELECTRONIC ACCESSORIES AND FOOD & BEVERAGES.

MAINTAIN HIGH QUALITY IN FOOD & BEVERAGES.

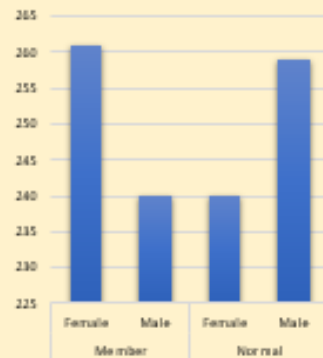
IMPLEMENT TARGETED MARKETING STRATEGIES DURING LOW-SALES PERIODS.

# VISUALIZATIONS AND DASHBOARD

## SUPERMARKET SALES DASHBOARD



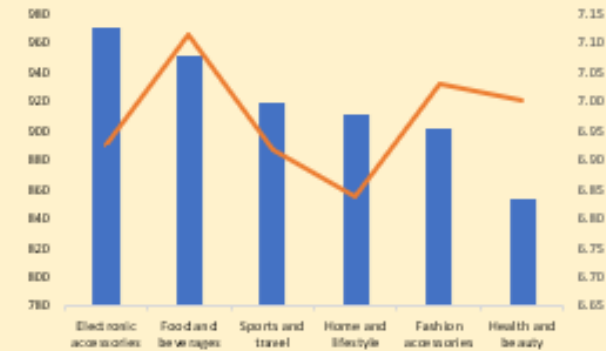
DEMOGRAPHICS



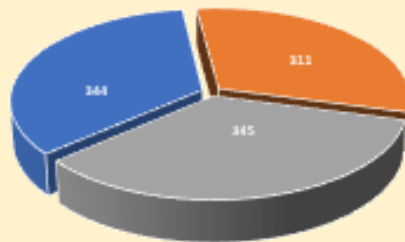
SALES TREND OVER TIME



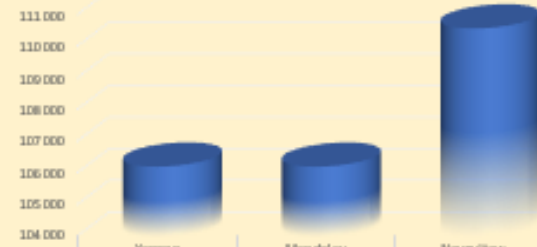
TOP-SELLING PRODUCTS & THEIR RATINGS



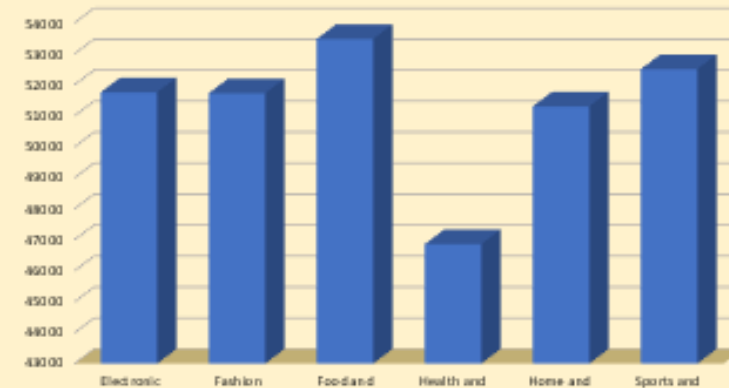
SALES BY PAYMENT METHOD



TOTAL SALES BY BRANCH



PRODUCT LINE COST ANALYSIS





# SUPERMARKET SALES DASHBOARD

## CONCLUSION

### SUMMARY:

VALUABLE INSIGHTS INTO SALES PERFORMANCE AND CUSTOMER PREFERENCES.

RECOMMENDATIONS AIMED AT IMPROVING SALES AND CUSTOMER SATISFACTION.

IMPORTANCE OF DATA-DRIVEN DECISION-MAKING FOR OPERATIONAL EFFICIENCY.





**THANK YOU!**  
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